Executive Summary (1600 character limit, approx. 250 words or less)

"Campus Events Board (CEB) is the primary student-run events and program board at UWB. Supported by Student Engagement & Activities (SEA) staff and resources, we provide large-scale, high-impact programs and events for all identities, backgrounds, and abilities.

CEB creates inclusive and engaging opportunities to enhance the UWB student's experience and sense of belonging. Some examples include silent dance parties, karaoke, and movie nights aimed at building connections and engagement with our campus community. We host concerts with local artists to promote creative self-expression, carnivals/festivals to celebrate our community, and program around social issues such as mass incarceration, queer identity, and any topics that directly connect to our students’ stories and experiences.

Our opportunities provide students with a form of campus involvement that is readily accessible, while covering different themes in an engaging and educational manner. These diverse events and activities are a significant part of students’ college experience, create community, and essential for the development of UWB students."

Need for Program (1600 character limit, approx. 250 words or less)

"By offering various large-scale events and opportunities to build connections with other people outside of classrooms, CEB helps students balance their academics, work, and leisure time. Students gain memorable UWB experiences, while exploring a variety of stories and activities to engage with on our campus.

CEB supports SEA's goal of preparing students to engage with and contribute to meaningful social change in their communities. We have historically collaborated with on-campus organizations, faculty, and Cascadia College’s Events and Advocacy Board (EAB), to create programs that empower students and allow them to cultivate their agency. For example, CEB partnered with SJCE in hosting Raymond Santana of the “Exonerated 5” to discuss mass incarceration and its impacts. Local non-profits were also invited to share resources and volunteer opportunities with the 300+ participants.

During COVID, CEB shifted to find inventive and virtual engagement opportunities to meet students where they were. Although this didn’t bring students to campus, we were able to connect participants to other on-campus resources and UWB students."
No other student organizations coordinate this scale of work. Without CEB, our campus would lack large-scale events that are beneficial to our student’s success, college experience, and sense of belonging. As we transition back to in-person operations and anticipate Phase I of Husky Village in Fall 2023, CEB’s large-scale programs will be more crucial as on-campus residents will actively seek to connect with others to find a community. "

Is this a new request? No

What on your request is new or has changed?
The only change with the 23-24 SAF proposal has been reducing the requested amount for general CEB programming, and increasing the amount requested for promotional items.

Strategic Plan (1000 character limit, approx. 150 words or less)

"CEB will continue to use SAF funds for our student event planners, resources, and events that increase community-connection and student engagement with our campus in creative ways. We hope to increase membership in the Street Team volunteer program to help promote and run CEB programs. This will bring different perspectives to increase participation, feedback for future events, and a pipeline for students interested in becoming student leaders.

Some of our goals by 2025 include 25 active Street Team volunteers, 300+ students per larger-scale events, and increased social media engagement by 20%. In upcoming years, we will transition our programs to best serve the 1000 students who will be living on-campus. This will include planning events more frequently, late-night/evening events, and providing a variety of activities that cater to different audiences and student interests. In doing so, we can attract a wider range of students to participate in future CEB programs. "

Assessment (1600 character limit, approx. 250 words or less)

"CEB annually tracks the number of participants and student feedback using the Presence tool, program surveys, and attendance forms. In the 2021-2022 academic year:

CEB held a total of 15 small and large-scale programs; averaged 47 attendees per event and a total of 707 attendees
Fall – 182 attendees
Winter – 207 attendees
Spring – 318 attendees
In Fall 2022 alone, we saw a significant increase in CEB participation:
- CEB organized 3 large-scale and 2 smaller-scale campus-wide programs
- Had 518+ attendees in total attendance
- Sold all 30 discounted UW Football game tickets

When a student cannot find a community on campus, it can undermine their academic performance by causing them to feel isolated or to question their sense of belonging (Walton & Cohen, 2007). UWB enrolls about 6,000 students every academic year, and our prior post-event surveys indicated that a significant number of students that attend our programs would attend our future programs.

Through our programs and events, students recognize the benefits of finding community, making connections, and learning to find balance with fun experiences beyond classes, work, and/or personal commitments. Our utilization of Instagram, Facebook, and Presence also allows us to analyze the changing needs of students in more depth, as well as how we can continue to increase engagement through our marketing efforts.


Salary Positions

"The Campus Events Board currently has 5 student programmers and 1 student Chair. Each CEB student-staff member holds a key role in carrying out SEA’s and CEB’s mission to support students’ growth, learning, and engagement on campus.

CHAIR: Leads and serves as the peer mentor to the CEB team. The chair supports the team in planning, execution, and evaluation of all events (incl. weekly team agendas, weekly meeting facilitation, program proposals, room reservations, budgets). The chair is also the CEB liaison to event co-sponsors and lead programmer for our annual ARC Carnival and Spring Fest.

ENTERTAINMENT: Coordinates and serves as the primary programmer for entertainment and novelty programs such as concerts, dances, comedians, magicians, and trivia nights.

MARKETING & STREET TEAM: Ensures the branding, design, and distribution of traditional and print promotional materials for CEB, including posters, flyers, quarter sheets, etc. Collaborates on outreach-related programs with the Public Relations Coordinator and serves as the lead for the Marketing & Street Team.

PUBLIC RELATIONS: Oversees CEB communication including e-mail, social media, brand campaigns, volunteer opportunities, weekly tabling, and other promotional efforts (e.g., MST/PR events). Also, co-leads on outreach-related and CEB Public Relations events (W Day, Earth Week, tri-campus events).
SOCIAL ISSUES & AWARENESS: Coordinates the larger-scaled events on campus around social awareness campaigns, current events and issues, social justice, community, and global issues that affect the UWB community. This includes programs such as panels, workshops, speakers, and lecturers on topics such as LGBTQIA, sexual violence prevention, or undocumented.

SPECIAL EVENTS & TRADITIONS: Coordinates annual large-scale events focused on special celebrations for community-building and engagement, such as Spooktacular, Casino Night, and collaborative spring events (night markets, sustainability-focused events, paint nights).

We request that the Chair is paid $1 more than the Programmers as they are the leadership of the Campus Events Board and hold a greater range of responsibilities in their role. Additionally, the CEB Chair trains, and works during the summer to support in the planning and coordination of CEB Welcome Week programs take place during the first week of Fall. 

Programming/Events

"The Campus Events Board is requesting $60,000 for general programming in order to continue providing meaningful, inclusive, and engaging events and activities for the UWB student body and community. This amount will be distributed across the fall, winter, and spring quarters to focus on the CEB programming themes: Community, Social Issues & Awareness, Entertainment, and Special Events & Traditions.

CEB creates and hosts their own large to small-scale events for students to engage with and gain skills to contribute to meaningful social change within their communities. The following are examples of programs that CEB has hosted with SAF funding:

UWave x CEB Spring Concert – In Spring 2022, CEB and UWave Radio collaborated to hold a Spring Concert featuring UWB student Lexi Nguyen, and local artists Kateel and Marshall Law Band. With the limited student engagement opportunities on campus, a concert was an electrifying event that welcomed the student body to share a live, musical experience to celebrate the end of the academic year.

Plenty o’ Pride – Plenty O’ Pride was a cookie decorating program aimed to invite LGBTQIA+ students, allies, and anyone who was interested in learning more about the community in a safe space with a featured Food Network baker and Drag Queen, Plenty o’ Smiles. CEB provided cookies that were based on dietary restrictions and educational opportunities to further understand the community with readings pamphlets located at the entrance of the event.

Paint Swap – Paint Swap was a program for students to practice their creativity by hosting a painting event. Inspired by a popular Tik Tok trend, CEB provided students with canvases, brushes, and paint to paint alongside their friends or other UWB students. Every 10 minutes,
students swapped their canvases with another person to share their creativity and make an art piece together!

With SAF funding, we address current needs and issues that directly impact students on our campus. We also ensure that high-profile speakers, educational programs, and community-building opportunities are widely accessible and available to all UWB students. In addition to our independent programs, we collaborate with other departments and organizations to reach a wider audience. We partner with organizations who could utilize our event planning expertise and align with our commitment to serving student needs.

Partnerships include the ARC Carnival, the Welcome Week program on the first day of class which is a collaboration with Cascadia College's Events and Advocacy Board (EAB). CEB has also partnered with faculty members like Dr. Georgia M. Roberts, to bring local artists to campus, resulting in “Beats & Rhymes with Gabriel Teodros” and “Coming Home: Songs, Stories, & Conversation with Essam Muhamad.” Examples of larger collaborations include “From Past to Present: A Conversation with Dr. Angela Davis” with Black Student Union (BSU) and the Diversity Center, and “Upsetting Bars: Mass Incarceration of Marginalized Communities” with the SEA SJCE (Social Justice & Civic Education) team. 

Printing & Photocopying

"We are requesting Printing & Copying in the amount of $800 for general administration, event execution, creative marketing, and outreach to widely reach and connect students with our large-scale programs.

In the 2019-2020 year, CEB paid about $650 for printing/photocopying services, so we are reducing our funding request from previous years ($1000 -> $800) for the 2023-2024 academic year. Because we were remote for all of 2020-21, and in 2021-2022 we were slowly transitioning to in-person, we used minimal funding for printing."

Professional Development

"Each year, the Campus Events Board has been awarded SAF funding to attend the regional National Association of Campus Activities (NACA) conference.

This funding supports travel for 6 student staff and the CEB professional staff supervisor. $8500 covers the standard costs of conference attendance, including meal per diem, lodging, transportation, and registration fees (~$299 per attendee, up from $250 in 2021). An additional $1000 will cover the University of Washington Bothell’s NACA association membership dues, which provides CEB with a significant discount for attending the NACA conference, access to a network of professional staff and student leaders who do similar work across the country, online resources to improve our programming, and opportunities to connect with new vendors and agents we would not know about otherwise."
CEB and the campus particularly benefit from having the team attend the NACA conference. Each year, there are 70+ educational and roundtable sessions for attendees. Because of these, the CEB student team gains foundational skills and insights about trends and best practices in event planning; they use this to enhance their roles and create more accessible and diverse programs for UWB students. CEB members and their supervisor are able to network with other college programming boards and professionals and learn about engagement opportunities for our students that we wouldn’t see anywhere else. Lastly, we can “Block Book” where we share costs with nearby schools and book entertainment and vendors at lower prices."

Promotional Items

"CEB is requesting $1,500 to improve our marketing, outreach, and participation efforts to UWB students. We are focused on finding more affordable and sustainable ways to market CEB programs, while also providing promotional items (SWAG) that our students want.

Promo items help CEB reach high numbers of returning and new students as we coordinate tabling and creative marketing to advertise upcoming programs; this is when most of the promo items are distributed and in the highest demand. Last year, we focused on items that would encourage engagement due to the pandemic. This included tote bags, large discuss, and key holders. Due to the limited amount of funding received, we typically run out of promotional items before the end of the academic year.

In the upcoming years, CEB hopes to “gamify” our programs to further promote and create excitement for returning student participants. With the $1,500 for promotional items, CEB can purchase a larger quantity for the academic year, and purchase items that would further encourage student participation and attendance.

We found that students participate in the “gamification” of programs from our 2022 Spring Fest carnival-themed day. With the purchase of our spring quarter discounted tickets, we received 2 complimentary Mariners tickets that CEB decided to giveaway to UWB students that completed all 7 Springfest activities. At the end of the day, all 162 of the checked-in attendees had completed the Spring Fest stamp card for their chance to win the 2 free Mariners tickets."

Total Amount (please note the total dollar value)
$168,154

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